



Business Case/ Aligning Objectives

ESC PRESIDENTS' FORUM

- US Govt
- Industry
- Employees
- Investors



Business Case

ESC PRESIDENTS' FORUM

- Market Size
- Market Share
- Time to Market
- Investment
- Time to Payback

Presidents' Forum Action Form

Theme: New Business Model

Nugget: Time to market

Strategy: Pilot program/programs

.Time/schedule as an independent variable

- Incentive?

.Consider elements of AOC

.CONOPs driven not requirements

.Govt provided battle lab

. Push collaborative relationship

Actionable Item--Construct proposal for pilot program to implement “time to market” principle

OPR: ESC/BP & Industry

Actionable Item—Evaluation of pilot program to determine success of business model and appropriate follow-ons

OPR: Presidents' Forum